



"HI, NEIGHBOR... READ
THESE FACTS ABOUT
THE COTTON THAT
EVERYBODY LIKES"

Sec. 34.66, P. L. & R.

U. S. POSTAGE

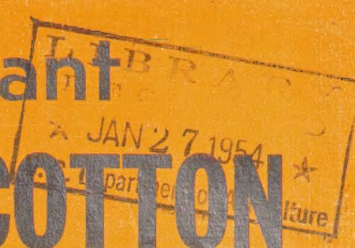
PAID

Stoneville, Miss.

Permit No. 2

62.45
EVERYBODY

likes to plant
STONEVILLE 2-B COTTON



ONE-VARIETY COMMUNITIES LIKE STONEVILLE 2-B

Typical of the many small-acreage farm operations which plant STONEVILLE 2-B Cottonseed is the Cedar Hill Community in Limestone County, Alabama. In 1952, this community, made up of 23 families, won the first prize of \$2,000.00 in the Alabama Community Cotton Improvement Contest. The Cedar Hill group averaged a *yield of 528.5 lbs. of STONEVILLE 2-B lint per acre*. It is important to note that this high yield was made during the most severe drought in many years.

Cedar Hill Community has planted STONEVILLE 2-B every year since 1950. Refer to chart below to see what strides have been made since switching to STONEVILLE 2-B. Note that the community average yield per acre has increased from 185 lbs. to 528 lbs.—*343 more pounds of lint with STONEVILLE 2-B.*

Read these statements from a letter written by Leonard Smith, president of Cedar Hill Community Club:

"As you know, we began our cotton improvement program in 1949. In studying experimental results and talking to people who grow good cotton we find that the records show that Stoneville 2-B cotton was the most consistent variety year in and year out that has been grown in Alabama for some time. We needed a variety that would be consistent to meet the varying weather conditions that we have to plant under here in Alabama. Therefore, we chose Stoneville 2-B, one of the leading varieties in Alabama.

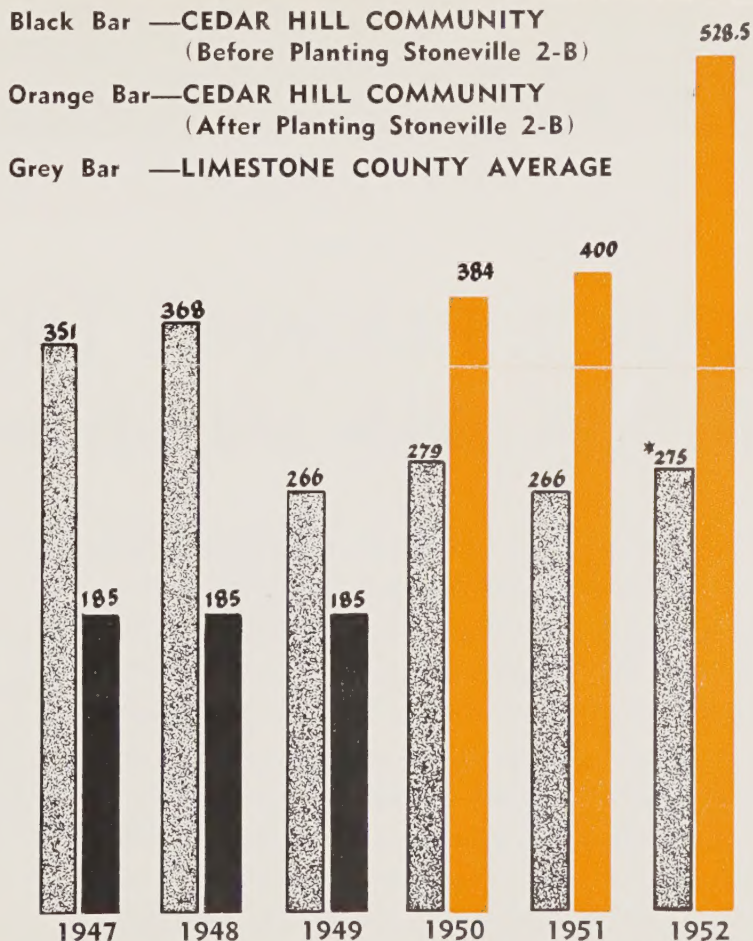
... "All members of our community are very proud of our Stoneville 2-B cotton and our plans are to use this cotton continuously, taking advantage of your improved breeder seed each year.

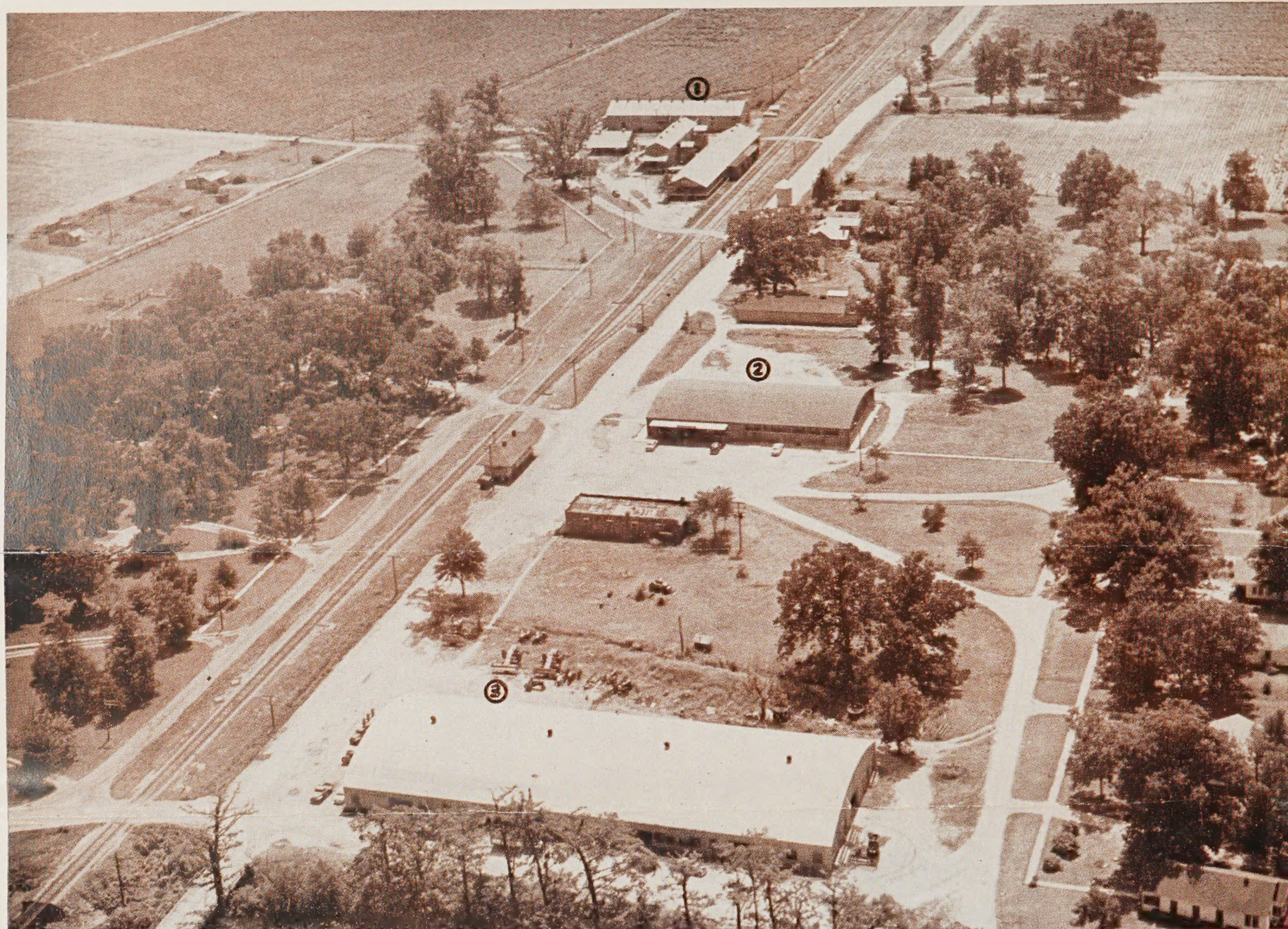
.... "We heartily recommend your Stoneville 2-B to any community that is interested in good cotton."

PICTURED BELOW, left to right, are the officers of the Cedar Hill Community Club, Leonard Smith, President; Mrs. M. E. Franklin, Secretary-Treasurer; and Pitts Mitchell, Vice-President. In the background is the new Community Club House which was built with the prize money Stoneville 2-B won for them in the 1952 Contest.



YIELDS 1947-1952





AIRVIEW of R. A. Pickens & Son Company, Pickens, Arkansas, showing (1) gins and storage area, (2) large Super store and (3) shops.

LARGE FARMERS LIKE STONEVILLE 2-B for high yields and adaptability to mechanization

R. A. Pickens & Son Company, Pickens, Arkansas, one of the oldest and largest cotton farming operations in Arkansas, has planted STONEVILLE cottonseed for 14 successive years. In addition to over 4,000 acres in cotton, the Pickens operation includes 1,700 acres in rice and many acres of new and improved pasture lands to support a large herd of Polled Herefords of the C.M.R. blood strain. The Pickens headquarters, pictured above, is completely modern in every respect. It includes

a modern gin, delinting plant and storage facilities for the processing of high quality seed. The ultra-modern super market type of general store and offices reflect the forward-thinking and progressive attitude of the Pickens management. Large, modern shops are equipped to serve and repair all of the many types of machinery necessary to conduct an operation of this size. The Pickens operation is typical of the many large farmers everywhere who plant famous Stoneville cottons.

R. A. PICKENS & SON COMPANY
 DICKENS, ARKANSAS
 August 15, 1953

"While using Stoneville 2-B cottonseed 14 successive crops, our yields have gone up steadily . . ."

... "more drought resistant than any other variety in this area . . ."

Stoneville Pedigreed Seed Company
 Stoneville, Mississippi

While using Stoneville 2-B Cotton for 14 successive crops, our yields have gone up steadily all of the time. For which, we give due credit to the plant breeders at Stoneville.

2-B is a very high yielding cotton that seems to us to be more drought resistant than any other variety in this area.

It is easily picked with our 6 IHC Cotton Pickers and is also the easiest quality cotton to hand pick that we know of.

We sincerely want to congratulate you on the development of your new Stoneville 2-B Cotton.

Very truly yours,
 R. A. PICKENS & SON COMPANY
R. A. Pickens
 By R. A. Pickens

"2-B is a very high yielding cotton . . ."

... "easily picked with our 6 International Cotton Pickers"

GINNERS, TOO, LIKE STONEVILLE 2-B

Farley and Williams are not only outstanding ginnners but successful cotton growers as well. Mr. H. H. Farley, whose home is in Rossville, Tennessee, has planted STONEVILLE 2-B for the past 10 years on his Tennessee farm. Mr. Williams has 1100 acres in Texas which are planted for the most part to STONEVILLE 2-B. This outstanding firm operates a 10-stand gin at McAllen, Texas and a 9-stand gin at Mission, Texas. The first bale of cotton ginned in the United States for the past five years has been ginned at their McAllen gin.

TELEPHONE 8-4375

21ST & CEDAR STREETS

FARLEY & WILLIAMS GIN COMPANY

P. O. BOX 492

MCALLEN, TEXAS

July 28, 1953

Mr. Emory Rose
 Stoneville Pedigreed Seed Co.
 Stoneville, Mississippi

Dear Mr. Rose:

As you know for several years, I have been an ardent supporter of Stoneville 2B Cotton. Much to my regret, in the past few years, farmers have become so "turnout conscious" that they have forgotten to add up the amount of take home money that a cotton produces.

It has been my observation this year that a great many farmers have again become aware of the truly great characteristics of Stoneville 2B. We have had a drought that has been pretty severe this year and a lot of cotton had to be made on a small amount, if any, water. I have noticed that to me it seems that Stoneville 2B stood up better and produced better under these adverse conditions than even I expected.

I predict that Stoneville will become again the leading cotton as it so rightfully deserves.

My personal crop was largely planted to Stoneville 2B and I expect next year to do the same thing.

Many thanks to you and your company for providing us with this cotton and also for the untiring efforts made to produce a better cotton.

Sincerely yours,

Farley & Williams Gin Co.

By

H. Williams

"I have been an ardent supporter of Stoneville 2-B cotton."

... "truly great characteristics of Stoneville 2-B"

"We have had a drought that has been pretty severe . . . Stoneville 2-B stood up better and produced better under these adverse conditions."

"Many thanks to you and your company for providing us with this cotton."

Plant STONEVILLE 2-B In 1954

STONEVILLE 2-B can help you get bigger and better yields in 1954. When you buy seed from Stoneville Pedigreed Seed Company, you are getting pure, scientifically-developed strains which are high in prepotency and productivity . . . *direct from the breeder*. Don't take a chance in '54 . . . plant *proven* STONEVILLE 2-B . . . the cotton that *everybody* likes.

Our FLASH PROCESS brings you better seed than ever

- ★ Top quality "direct-from-the-breeder" seed
- ★ Higher percentage of viable seed
- ★ More uniform seed
- ★ Better grading of seed
- ★ Less clinging together (better precision planting)
- ★ Less foreign matter, inert, etc.
- ★ No clogging of planter hopper

"It'll Cost You Less To Plant The Best"

STONEVILLE PEDIGREED SEED COMPANY, INC.

STONEVILLE, MISSISSIPPI